

Rep Order#	Ver#	Status	Traffic Order#	Printed:	09/10/2012 8:34 AM
6847481	3	Revised			

EC'd Yes

Ver# 3 Status Revised

Traffic Order#

Printed: 09/10/2012 8:34 AM

2 of 5

Last Received: 09/08/2012 5:44 PM

Showing Buylines: All Rep & Sta Revised Lines

Station	WAVY-TV	NORFOLK, VA.
Advertiser	()	HOUSE MAJORITY PAC
Product	HOUSE MAJORITY PAC	
Estimate#	1432	
Buyer	Dan Nagelberg	

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1432
Flight Dates 09/04/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of	Total	Total Cost	Daypart
	1	MON	12:00-12:30	NOVEMBER 11, 2013	30	\$1,000	11/11/13	1	1	\$1,000		
	2	TUE	12:00-12:30	NOVEMBER 12, 2013	30	\$1,000	11/12/13	1	1	\$1,000		
	3	WED	12:00-12:30	NOVEMBER 13, 2013	30	\$1,000	11/13/13	1	1	\$1,000		
	4	THU	12:00-12:30	NOVEMBER 14, 2013	30	\$1,000	11/14/13	1	1	\$1,000		
	5	FRI	12:00-12:30	NOVEMBER 15, 2013	30	\$1,000	11/15/13	1	1	\$1,000		
	6	SAT	12:00-12:30	NOVEMBER 16, 2013	30	\$1,000	11/16/13	1	1	\$1,000		
	7	SUN	12:00-12:30	NOVEMBER 17, 2013	30	\$1,000	11/17/13	1	1	\$1,000		
	8	MON	12:00-12:30	NOVEMBER 18, 2013	30	\$1,000	11/18/13	1	1	\$1,000		
	9	TUE	12:00-12:30	NOVEMBER 19, 2013	30	\$1,000	11/19/13	1	1	\$1,000		
	10	WED	12:00-12:30	NOVEMBER 20, 2013	30	\$1,000	11/20/13	1	1	\$1,000		
	11	THU	12:00-12:30	NOVEMBER 21, 2013	30	\$1,000	11/21/13	1	1	\$1,000		
	12	FRI	12:00-12:30	NOVEMBER 22, 2013	30	\$1,000	11/22/13	1	1	\$1,000		
	13	SAT	12:00-12:30	NOVEMBER 23, 2013	30	\$1,000	11/23/13	1	1	\$1,000		
	14	SUN	12:00-12:30	NOVEMBER 24, 2013	30	\$1,000	11/24/13	1	1	\$1,000		
	15	MON	12:00-12:30	NOVEMBER 25, 2013	30	\$1,000	11/25/13	1	1	\$1,000		
	16	TUE	12:00-12:30	NOVEMBER 26, 2013	30	\$1,000	11/26/13	1	1	\$1,000		
	17	WED	12:00-12:30	NOVEMBER 27, 2013	30	\$1,000	11/27/13	1	1	\$1,000		
	18	THU	12:00-12:30	NOVEMBER 28, 2013	30	\$1,000	11/28/13	1	1	\$1,000		
	19	FRI	12:00-12:30	NOVEMBER 29, 2013	30	\$1,000	11/29/13	1	1	\$1,000		
	20	SAT	12:00-12:30	NOVEMBER 30, 2013	30	\$1,000	11/30/13	1	1	\$1,000		
	21	SUN	12:00-12:30	DECEMBER 1, 2013	30	\$1,000	12/01/13	1	1	\$1,000		
	22	MON	12:00-12:30	DECEMBER 2, 2013	30	\$1,000	12/02/13	1	1	\$1,000		
	23	TUE	12:00-12:30	DECEMBER 3, 2013	30	\$1,000	12/03/13	1	1	\$1,000		
	24	WED	12:00-12:30	DECEMBER 4, 2013	30	\$1,000	12/04/13	1	1	\$1,000		
	25	THU	12:00-12:30	DECEMBER 5, 2013	30	\$1,000	12/05/13	1	1	\$1,000		
	26	FRI	12:00-12:30	DECEMBER 6, 2013	30	\$1,000	12/06/13	1	1	\$1,000		
	27	SAT	12:00-12:30	DECEMBER 7, 2013	30	\$1,000	12/07/13	1	1	\$1,000		
	28	SUN	12:00-12:30	DECEMBER 8, 2013	30	\$1,000	12/08/13	1	1	\$1,000		
	29	MON	12:00-12:30	DECEMBER 9, 2013	30	\$1,000	12/09/13	1	1	\$1,000		
	30	TUE	12:00-12:30	DECEMBER 10, 2013	30	\$1,000	12/10/13	1	1	\$1,000		
	31	WED	12:00-12:30	DECEMBER 11, 2013	30	\$1,000	12/11/13</					

DATE	TIME	PROGRAM	START	END	AMOUNT
*20	M-F	11P-1135P LATE NEWS	:30		
			:30	09/10-09/14	\$2,000.00
					\$2,000.00

Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
 Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
 V3 More than 2 codes changed

	DATE	TIME	PROGRAM	LENGTH	SPOTS	RATE	TOTAL
*23	M-F	6A-7A	AM NEWS	:30	0	\$2,000.00	\$2,000.00
					1	0	

Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
V3 More than 2 codes changed

*25	M-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/10-09/14	0	1	0	\$500.00
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Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
V3 More than 2 codes changed

*27	M-F	12P-1P	NOON NEWS	:30	\$300.00	09/10-09/14	0	1	0	\$300.00
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Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
V3 More than 2 codes changed

*29	M-F	530P-6P	NEWS	530PM	:30	\$1,800.00	09/10-09/14	0	1	0	\$1,800.00
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Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES
V3 More than 2 codes changed

*32	TU-W	430A-459A EARLY TODAY	:30	09/11-09/12	2	1	2	\$400.00

Buyline Comment: REVISE DAYS/DATES PER AGY/CLIENT REQUEST
Sales Remark: V3 REVISE DAYS/DATES
V3 More than 2 codes changed

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Phone#

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WASHINGTON, DC 20007

Agency C/P1/P2/E 79/86/1432

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Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*34	M-F	2P-3P	THE DOCTORS	:30	\$200.00	09/10-09/14 09/17-09/21	0 1	1 1	0 1	\$200.00	
				Buyline Comment: CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES								
				Sales Remark: V3 CXL W/O 9/10 W/REBUY ON SEP LN W/REVISED DAYS/DATES								
				V3 More than 2 codes changed								
	*36	M,W-F	7A-9A	TODAY SHOW	:30	\$2,000.00	09/10-09/14	1	1	1	\$2,000.00	
				Buyline Comment: REBUY FROM LN 2								
				Sales Remark: V3 REBUY FROM LN 2								
				V3 Added								
	*37	M,W-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/10-09/14	1	1	1	\$400.00	
				Buyline Comment: REBUY FROM LN 9								
				Sales Remark: V3 REBUY FROM LN 9								
				V3 Added								
	*38	M,W-F	5P-530P	5PM NEWS	:30	\$1,800.00	09/10-09/14	1	1	1	\$1,800.00	
				Buyline Comment: REBUY FROM LN 11								
				Sales Remark: V3 REBUY FROM LN 11								
				V3 Added								
	*39	M,W-F	6P-630P	6PM NEWS	:30	\$2,000.00	09/10-09/14	1	1	1	\$2,000.00	
				Buyline Comment: REBUY FROM LN 13								
				Sales Remark: V3 REBUY FROM LN 13								
				V3 Added								
	*40	M,W-F	11P-1135P	LATE NEWS	:30	\$2,000.00	09/10-09/14	1	1	1	\$2,000.00	
				Buyline Comment: REBUY FROM LN 20								
				Sales Remark: V3 REBUY FROM LN 20								
				V3 Added								

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	*41	M, W-F	6A-7A	AM NEWS Buyline Comment: REBUY FROM LN 23 Sales Remark: V3 REBUY FROM LN 23 V3 Added	:30	\$2,000.00	09/10-09/14	1	1	1	\$2,000.00	
	*42	M, W-F	9A-10A	TODAY SHOW 2 Buyline Comment: REBUY FROM LN 25 Sales Remark: V3 REBUY FROM LN 25 V3 Added	:30	\$500.00	09/10-09/14	1	1	1	\$500.00	
	*43	M, W-F	12P-1P	NOON NEWS Buyline Comment: REBUY FROM LN 27 Sales Remark: V3 REBUY FROM LN 27 V3 Added	:30	\$300.00	09/10-09/14	1	1	1	\$300.00	
	*44	M, W-F	530P-6P	530PM NEWS Buyline Comment: REBUY FROM LN 29 Sales Remark: V3 REBUY FROM LN 29 V3 Added	:30	\$1,800.00	09/10-09/14	1	1	1	\$1,800.00	
	*45	M, W-F	2P-3P	THE DOCTORS Buyline Comment: REBUY FROM LN 34 Sales Remark: V3 REBUY FROM LN 34 V3 Added	:30	\$200.00	09/10-09/14	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals: 22 / \$26,400.00

---SALES MONTHLY TOTALS---

Sep 12: 39 / \$46,125.00

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Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 39 / \$46,125.00
Station Totals: 39 / \$46,125.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$128,125	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE